



**FOR IMMEDIATE RELEASE
INTERVIEWS AND QUESTIONS:**

**June 7, 2010
DAVID FLAHERTY 303-861-8585**

**MEG WHITMAN UP BIG WITH 64%, POIZNER WITH 22%, 10% ANOTHER
CANDIDATE, UNDECIDED 4%
CARLY FIORINA UP BIG WITH 54%, TOM CAMPBELL 19%, CHUCK DEVORE
16%, ANOTHER CANDIDATE 5%, UNDECIDED 6%**

Louisville, CO – Magellan Data and Mapping Strategies final California Republican primary survey shows an all female top of the ticket for the GOP this fall. Based on interviews of 602 likely Republican primary voters, Meg Whitman has a 42 point lead over Steve Poizner, 64% to 22%, heading into tomorrow’s primary and Carly Fiorina has a 35 point lead over Tom Campbell, 54% to 19%.

Since our last look at the Governor primary race two weeks ago, Meg Whitman has increased her support by 10 points, up from 54%, and Steve Poizner has increased by 3 points, up from 19%. Undecided voters has decreased from 12% to 4%, and other candidate support has decreased from 15% to 10%.

Looking at the changes in the US Senate contest, Carly Fiorina’s campaign has increased her support by 10 points, up from 44%, Tom Campbell has dropped 2 points from 21% to 19% and Chuck Devore has increased by 2 points, up from 14%. Other candidate support has decreased 2 points to 5%, and undecided voters has decreased 8 points from 14%.

Looking Ahead to the General Election

While there are differences in voter’s decision making processes when choosing candidates for Governor and representation in the US Senate, we view both races in the California general election to be dominated by issues concerning economic growth, job creation and government spending. Meg Whitman will be facing former Governor and current Attorney General Jerry Brown. The contrast between two candidates could not be any different.

Meg Whitman comes from California’s technology sector and Jerry Brown is a longtime champion of California’s big labor unions. In the race for the US Senate, Carly Fiorina is also a product of Silicon Valley, and incumbent Senator Barbara Boxer has one of the most liberal voting records in the US Senate. Non-economic issues are sure to be part of the Democrat playbook, including immigration and same sex marriage. The question to be answered in November is if a majority of California voters can trust the private sector experience in job creation and economic growth of Meg Whitman and Carly Fiorina over the bigger government

policies of Jerry Brown and Barbara Boxer.

Survey Methodology

This survey was conducted using automated telephone touch tone technology. The sample was randomly drawn from a California voter file among households containing at least one registered Republican voter. The response data was weighted to reflect past Republican primary voting demographics from the 2008, 2006, and 2004 election cycles. The 602 interviews of likely Republican primary voters were conducted on Sunday night, June 6th. This survey has a margin of error of 3.98% at the 95 percent confidence interval.

The survey topline and crosstabs are included in this document, or can be downloaded at our website at www.MagellanStrategies.com under the "Survey Archives" section of our website. Any questions regarding this survey should be directed to David Flaherty at 303-861-8585 or dflaherty@magellanstrategies.com.

Polling Region Credits

Magellan Data and Mapping Strategies would like to credit the Public Policy Institute of California (PPIC) for determining the polling regions for this survey. The attached map in this release uses the same regions that are used in PPIC's survey research.

About Magellan Data and Mapping Strategies

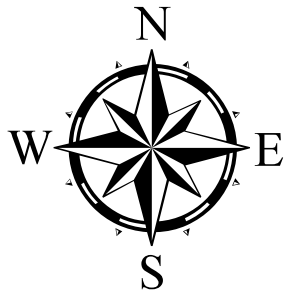
Magellan CEO David Flaherty has extensive experience applying political data and technology gained throughout his 18 year career at the Republican National Committee, the U.S. House of Representatives, and public affairs firms specializing in influencing public opinion. The Magellan team has extensive knowledge constructing and building voter registration databases, performing data analysis, applying GIS mapping technology, conducting quantitative live and automated survey research, as well as predictive modeling projects, and redistricting technology. Visit our website at MagellanStrategies.com for more information.



Legend

Region

- Central
- San Francisco Bay Area
- Los Angeles
- Southern California
- Other



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Polling Regions for California



June 7, 2010
MEMORANDUM

TO: INTERESTED PARTIES
FR: DAVID FLAHERTY
MAGELLAN DATA AND MAPPING STRATEGIES
RE: CALIFORNIA REPUBLICAN PRIMARY SURVEY TOPLINE RESULTS

Magellan Data and Mapping Strategies are pleased to present the topline results of a 602N autodial survey of likely Republican primary voters in the state of California. The interviews were conducted June 6th, 2010. This survey has a margin of error of +/- 3.98% at the 95 percent confidence interval. This survey was weighted based upon voter turnout demographics from the 2008, 2006, and 2004 Republican primary election cycles.

T1. Are you registered to vote as a Republican, a Democrat or an independent voter?

Republican.....100%

T2. How likely are you to vote in Tuesday's primary election to choose a Republican nominee for Governor and the US Senate?

Extremely Likely..... 93%
Very Likely 5%
Somewhat Likely 2%

T3. If the Republican primary election to choose a candidate for Governor was being held today, for whom would you vote if the candidates were Meg Whitman, Steve Poizner or another candidate?

Meg Whitman..... 64%
Steve Poizner..... 22%
Another Candidate..... 10%
Undecided..... 4%

T4. If the Republican primary election to choose a candidate for the US Senate was being held today, for whom would you vote if the candidates were Tom Campbell, Carly Fiorina, Chuck DeVore or another candidate?

Carly Fiorina.....	54%
Tom Campbell.....	19%
Chuck DeVore	16%
Another Candidate.....	5%
Undecided.....	6%

T5. For statistical purposes, are you a man or a woman?

Female.....	51%
Male.....	49%

T6. Which of the following age groups applies to you?

18-34.....	5%
35-44.....	9%
45-54.....	20%
55-64.....	23%
65+	43%

T7. For statistical purposes only, what is your race? Are you white, Hispanic or Latino, black or African American or another ethnic group?

White	79%
Hispanic/Latino	12%
Another Ethnic Group	8%
Black/African American.....	1%



Table 1-1

T1. Are you registered to vote as a Republican, a Democrat or an independent voter?

	GEND		AGE						GEN-AGE				GOV CANDID				SEN CANDID					
	TOTAL	65 PLUS	MEN 18-54	WOM 18-54	MEN 35-44	WOM 35-44	MEN 45-54	WOM 45-54	MEN 55-64	WOM 55-64	MEN 18-54	WOM 18-54	MEN 55PL	WOM 55PL	WHIT MAN	WHIT WOM	POIZ NER	POIZ OTHR	FIOR INA	CAMP BELL	DE VORE	OTHR
TOTAL	602	295	295	307	30	54	120	138	100.0	100.0	100.0	100.0	85	222	383	130	60	327	111	99	31	100.0
REPUBLICAN	602	295	295	307	30	54	120	138	100.0	100.0	100.0	100.0	85	222	383	130	60	327	111	99	31	100.0

Table 1-2

T1. Are you registered to vote as a Republican, a Democrat or an independent voter?

	REGION						
	TOTAL	CENT RAL	SAN FRAN	LOS ANGL	LOS CALI	STH CALI	OTHR
TOTAL	602 100.0	104 100.0	125 100.0	153 100.0	164 100.0	56 100.0	100.0
REPUBLICAN	602 100.0	104 100.0	125 100.0	153 100.0	164 100.0	56 100.0	100.0

Table 2-1

T2. How likely are you to vote in Tuesday's primary election to choose a Republican nominee for Governor and the US Senate?

	AGE										GEN-AGE				GOV CANDID				SEN CANDID																									
	GEND		WOM		18-34		35-44		45-54		55-64		65 PLUS		MEN 18-54		MEN 55PL		WOM 18-54		WOM 55PL		WHIT MAN		POIZ NER		FIOR INA		CAMP BELL		DE VORE		OTHR											
	TOTAL	MEN	WOM	TOTAL	MEN	WOM	TOTAL	MEN	WOM	TOTAL	MEN	WOM	TOTAL	MEN	WOM	TOTAL	MEN	WOM	TOTAL	MEN	WOM	TOTAL	MEN	WOM	TOTAL	MEN	WOM	TOTAL	MEN	WOM	TOTAL	MEN	WOM											
TOTAL	602	295	307	307	30	30	54	120	138	138	259	259	120	175	85	222	383	130	60	327	111	99	31	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0									
EXTREMELY LIKELY	558	274	284	284	25	25	51	114	133	133	235	235	112	162	78	206	364	122	48	298	107	98	24	92.8	93.0	92.6	83.3	93.8	94.8	96.0	96.0	91.0	93.6	92.6	91.9	92.8	94.9	93.9	80.9	91.2	96.2	99.0	99.0	77.7
VERY LIKELY	30	15	15	15	4	4	1	6	4	4	15	15	7	8	4	11	15	5	8	20	4	5	5	4.9	5.0	4.8	12.5	1.2	5.2	3.1	5.7	5.7	5.7	4.5	4.5	5.0	4.0	3.6	13.8	6.2	3.2	14.9		
SOMEWHAT LIKELY	14	6	8	8	1	1	3				1	9	1	5	3	5	4	3	3	8	1	1	2	2.3	2.0	2.6	4.2	5.0		0.9	3.4	0.7	2.9	3.6	2.2	1.1	2.5	5.3	2.6	0.7	1.0	7.4		

Table 2-2

T2. How likely are you to vote in Tuesday's primary election to choose a Republican nominee for Governor and the US Senate?

	REGION						
	TOTAL	CENT RAL	SAN FRAN	LOS ANGL	LOS CALI	STH CALI	OTHR
TOTAL	602 100.0	104 100.0	125 100.0	153 100.0	164 100.0	56 100.0	
EXTREMELY LIKELY	558 92.8	96 91.7	114 91.4	144 93.9	154 93.9	51 91.7	
VERY LIKELY	30 4.9	4 4.0	9 7.2	7 4.3	7 4.0	4 6.3	
SOMEWHAT LIKELY	14 2.3	5 4.3	2 1.5	3 1.9	4 2.2	1 2.1	

T3. If the Republican primary election to choose a candidate for Governor was being held today, for whom would you vote if the candidates were Meg Whitman, Steve Poizner or another candidate?

	GEND		AGE										GEN-AGE				GOV CANDID				SEN CANDID			
	TOTAL		18-34	35-44	45-54	55-64	65 PLUS	MEN 18-54	MEN 55PL	WOM 18-54	WOM 55PL	WHIT MAN	WHIT WOM	POIZ NER	POIZ OTHR	FIOR INA	FIOR CAMP	DE VORE	DE OTHR					
	602	100.0	30	54	120	138	259	120	175	85	222	383	130	60	327	111	100.0	100.0	100.0					
TOTAL	602	100.0	30	54	120	138	259	120	175	85	222	383	130	60	327	111	100.0	100.0	100.0	31				
WHITMAN	383	63.7	18	27	74	95	170	72	125	47	139	383			242	63	53	11						
	66.7	60.7	58.4	49.8	61.4	68.3	65.7	59.8	71.4	55.2	62.8	100.0			74.1	56.5	53.8	35.4						
POIZNER	130	21.7	7	11	31	30	51	27	38	22	44		130		57	33	33	3						
	65	21.4	23.9	20.0	25.7	21.9	19.8	22.4	21.6	26.1	19.6		100.0		17.4	29.9	33.3	9.0						
OTHER	60	9.9	5	9	14	7	25	17	6	11	25			60	22	11	12	14						
	7.8	11.9	15.3	17.1	11.7	4.8	9.6	14.1	3.5	13.0	11.5			100.0	6.7	10.1	11.7	46.7						
UNDECIDED	29	4.8	1	7	1	7	13	4	6	5	13				6	4	1	3						
	3.5	6.0	2.4	13.1	1.2	5.0	4.9	3.7	3.5	5.7	6.1			1.8	3.5	1.2	8.9							

T3. If the Republican primary election to choose a candidate for Governor was being held today, for whom would you vote if the candidates were Meg Whitman, Steve Poizner or another candidate?

	REGION						
	TOTAL	CENT RAL	SAN FRAN	LOS ANGL	LOS CALI	STH CALI	OTHR
TOTAL	602 100.0	104 100.0	125 100.0	153 100.0	164 100.0	56 100.0	
WHITMAN	383 63.7	62 59.5	87 69.6	96 62.6	103 62.9	35 63.1	
POIZNER	130 21.7	25 24.0	18 14.6	39 25.2	36 22.2	12 21.6	
OTHER	60 9.9	13 12.1	10 7.8	12 7.9	20 11.9	6 10.1	
UNDECIDED	29 4.8	5 4.4	10 8.0	6 4.2	5 3.0	3 5.1	

California Republican Primary Auto Survey, June 6th, 2010, 602N, 3.98% MoE, Weighted Results, Magellan Data and Mapping Strategies, 1685 Boxelder St. Suite 300, Louisville, CO 80027, 303-861-8585
 Table 4-1
 T4. If the Republican primary election to choose a candidate for the US Senate was being held today, for whom would you vote if the candidates were Tom Campbell, Carly Fiorina, Chuck DeVore or another candidate?

	GEND		AGE						GEN-AGE				GOV CANDID				SEN CANDID			
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	MEN 18-54	WOM 18-54	WOM 55PL	WHIT MAN	POIZ NER	OTH	OTH	FIO	CAMP	DE	VORE	OTH
TOTAL	602	295	307	30	54	120	138	259	120	175	85	222	383	130	60	327	111	99	31	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
FIORINA	327	159	168	11	22	66	77	152	59	100	40	128	242	57	22	327				
	54.3	53.8	54.7	36.1	39.8	55.0	55.3	58.5	49.3	57.0	46.7	57.8	63.2	43.7	36.7	100.0				
CAMPBELL	111	56	56	9	7	19	28	47	19	36	17	39	63	33	11					
	18.5	18.9	18.1	31.3	13.4	16.1	20.3	18.3	16.3	20.7	19.4	17.6	16.4	25.6	18.9					
DEVORE	99	56	43	6	14	23	26	30	27	29	16	27	53	33	12					
	16.4	18.8	14.1	18.8	25.7	19.5	18.8	11.6	22.4	16.4	19.1	12.2	13.9	25.3	19.5					
OTHER	31	11	20	4	2	8	4	13	9	2	6	14	11	3	14					
	5.1	3.7	6.5	13.0	4.0	6.9	2.8	4.9	7.3	1.2	6.6	6.4	2.8	2.1	24.1					
UNDECIDED	34	14	20	9	3	3	4	18	6	8	7	13	14	4	1					
	5.7	4.7	6.6	0.9	17.1	2.6	2.8	6.8	4.7	4.7	8.2	5.9	3.7	3.4	0.9					

California Republican Primary Auto Survey, June 6th, 2010, 602N, 3.98% MoE, Weighted Results, Magellan Data and Mapping Strategies, 1685 Boxelder St. Suite 300, Louisville, CO 80027, 303-861-8585
 Table 4-2
 T4. If the Republican primary election to choose a candidate for the US Senate was being held today, for whom would you vote if the candidates were Tom Campbell, Carly Fiorina, Chuck DeVore or another candidate?

	REGION						
	TOTAL	CENT RAL	SAN FRAN	LOS ANGL	LOS CALI	STH OTHR	
TOTAL	602 100.0	104 100.0	125 100.0	153 100.0	164 100.0	56 100.0	
FIORINA	327 54.3	58 56.1	56 45.3	90 58.8	92 56.2	30 52.9	
CAMPBELL	111 18.5	16 15.4	25 20.0	25 16.2	34 20.5	12 21.6	
DEVORE	99 16.4	15 14.5	26 21.0	22 14.4	26 15.7	10 17.5	
OTHER	31 5.1	7 6.9	8 6.4	6 3.9	8 4.6	2 3.4	
UNDECIDED	34 5.7	7 7.1	9 7.2	10 6.7	5 3.0	3 4.5	

Table 5-1

T5. For statistical purposes, are you a man or a woman?

	GEND		AGE						GEN-AGE			GOV CANDID				SEN CANDID			
	TOTAL	MEN	18-34	35-44	45-54	55-64	65 PLUS	MEN 18-54	MEN 55PL	WOM 18-54	WOM 55PL	WHIT MAN	WHIT WOM	POIZ NER	POIZ OTHR	FIOR INA	CAMP BELL	DE VORE	OTHR
TOTAL	602	295	307	30	54	120	138	259	120	175	85	222	383	130	60	327	111	99	31
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MALE	295	295	19	29	72	64	112	120	120	175			197	65	23	159	56	56	11
	49.0	100.0	62.5	53.1	59.9	46.0	43.2	100.0	100.0	100.0			51.3	49.6	38.7	48.6	50.0	56.2	35.4
FEMALE	307		11	25	48	75	147			85	222	186	66	37	168	56	43	20	
	51.0		37.5	46.9	40.1	54.0	56.8			100.0	100.0	48.7	50.4	61.3	51.4	50.0	43.8	64.6	

Table 5-2

T5. For statistical purposes, are you a man or a woman?

	REGION						
	TOTAL	CENT RAL	SAN FRAN	LOS ANGL	LOS CALI	STH CALI	OTHR
TOTAL	602 100.0	104 100.0	125 100.0	153 100.0	164 100.0	56 100.0	
MALE	295 49.0	56 54.0	59 47.7	63 41.0	88 53.4	29 51.4	
FEMALE	307 51.0	48 46.0	65 52.3	90 59.0	77 46.6	27 48.6	

Table 6-1

T6. Which of the following age groups applies to you?

	GEND		AGE						GEN-AGE				GOV CANDID				SEN CANDID			
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	MEN 18-54	WOM 18-54	WOM 55PL	WHIT MAN	WHIT WOM	POIZ NER	POIZ OTHR	FIOR INA	CAMP BELL	DE VORE	OTHR	
				100.0	295	307	30	54	120	138	259	120	175	85	222	383	130	60	327	111
TOTAL	602	295	307	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
18-34	30	19	11	30					19	11				7	5	11	9	6	4	
	5.0	6.4	3.7	100.0					15.7	13.3				4.6	7.7	3.3	8.4	5.7	12.7	
35-44	54	29	25		54				29	25				27	11	9	7	14	2	
	9.0	9.7	8.3		100.0				24.0	29.9				7.0	8.3	6.6	6.5	14.1	7.0	
45-54	120	72	48			120			72	48				74	31	66	19	23	8	
	20.0	24.4	15.7			100.0			60.3	56.8				19.3	23.7	20.3	17.3	23.7	26.9	
55-64	138	64	75				138							95	30	77	28	26	4	
	23.0	21.6	24.4				100.0			36.3				33.7	24.7	23.2	25.3	26.3	12.6	
65 PLUS	259	112	147					259						147	51	152	47	30	13	
	43.0	37.9	47.9					100.0		63.7				66.3	44.4	46.4	42.4	30.2	40.8	

Table 6-2

T6. Which of the following age groups applies to you?

	REGION										
	TOTAL	CENT RAL	SAN FRAN	SAN JOSE	LOS ANGELES	LOS ANGELES	LOS ANGELES	LOS ANGELES	LOS ANGELES	LOS ANGELES	LOS ANGELES
TOTAL	602 100.0	104 100.0	125 100.0	153 100.0	164 100.0	56 100.0					
18-34	30 5.0	8 7.9	9 7.2	5 3.6	6 3.7	1 2.5					
35-44	54 9.0	5 4.8	6 4.8	17 10.8	23 14.1	3 6.1					
45-54	120 20.0	25 24.0	18 14.2	40 26.4	25 15.4	12 21.5					
55-64	138 23.0	15 14.1	33 26.7	37 24.3	41 24.8	12 22.3					
65 PLUS	259 43.0	51 49.1	59 47.1	53 34.9	69 42.0	27 47.6					

	REGION						
	TOTAL	CENT RAL	SAN FRAN	LOS ANGL	STH CALI	OTHR	
TOTAL	602 100.0	104 100.0	125 100.0	153 100.0	164 100.0	56 100.0	
WHITE	476 79.0	89 85.6	100 79.9	116 75.6	123 74.8	48 86.5	
HISPANIC LATINO	72 12.0	8 7.8	5 4.3	22 14.5	32 19.8	4 7.2	
BLACK AFRICAN AMERICAN	6 1.0	1 0.7	3 2.3	1 0.7	1 0.5	1 0.9	
SOMETHING ELSE	48 8.0	6 5.9	17 13.4	14 9.2	8 5.0	3 5.4	

	GEND		AGE					GEN-AGE				GOV CANDID				SEN CANDID			
	TOTAL	MEN	18-34	35-44	45-54	55-64	65 PLUS	MEN 18-54	MEN 55PL	WOM 18-54	WOM 55PL	WHIT MAN	WHIT WOM	POIZ NER	POIZ OTHR	FIOR INA	CAMP BELL	DE VORE	OTHR
TOTAL	602 100.0	295 100.0	307 100.0	30 100.0	54 100.0	120 100.0	138 100.0	259 100.0	120 100.0	175 100.0	85 100.0	222 100.0	383 100.0	130 100.0	60 100.0	327 100.0	111 100.0	99 100.0	31 100.0
CENTRAL VALLEY	104 17.3	56 19.1	48 15.6	8 27.4	5 9.3	25 20.8	15 10.6	51 19.8	26 22.0	30 17.1	12 14.1	36 16.2	62 16.2	25 19.2	13 21.0	58 17.9	16 14.4	15 15.2	7 23.5
SAN FRANCISCO BAY AREA	125 20.7	59 20.1	65 21.2	9 29.6	6 11.1	18 14.7	33 24.1	59 22.7	16 13.3	44 24.8	17 19.7	48 21.8	87 22.6	18 14.0	10 16.3	56 17.3	25 22.4	26 26.5	8 26.0
LOS ANGELES	153 25.4	63 21.3	90 29.4	5 18.2	17 30.5	40 33.6	37 26.8	53 20.6	33 27.7	30 16.9	29 34.5	61 27.4	96 25.0	39 29.6	12 20.3	90 27.5	25 22.2	22 22.3	6 19.5
SOUTHERN CALIFORNIA	164 27.3	88 29.8	77 24.9	6 20.2	23 42.7	25 21.0	41 29.5	69 26.7	33 27.4	55 31.4	22 25.5	55 24.7	103 27.0	36 28.0	20 32.8	92 28.3	34 30.2	26 26.1	8 24.8
OTHER	56 9.3	29 9.7	27 8.9	1 4.6	3 6.3	12 10.0	12 9.0	27 10.3	12 9.7	17 9.8	5 6.2	22 9.9	35 9.2	12 9.3	6 9.5	30 9.1	12 10.9	10 9.9	2 6.3

	REGION						
	TOTAL	CENT RAL	SAN FRAN	LOS ANGL	LOS CALI	STH CALI	OTHR
TOTAL	602 100.0	104 100.0	125 100.0	153 100.0	164 100.0	56 100.0	56 100.0
CENTRAL VALLEY	104 17.3	104 100.0					
SAN FRANCISCO BAY AREA	125 20.7		125 100.0				
LOS ANGELES	153 25.4			153 100.0			
SOUTHERN CALIFORNIA	164 27.3				164 100.0		
OTHER	56 9.3					56 100.0	